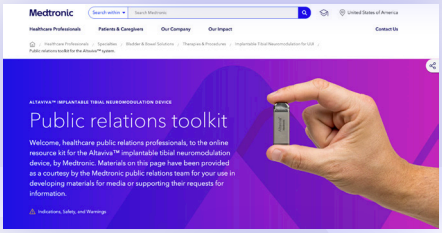
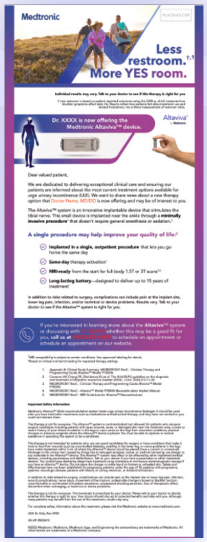
Let's partner to educate more patients on Altaviva™ therapy

Altaviva™
device by Medtronic

Step 1: Foundation - Office readiness

- Office materials and posters
- Patient monitors and in-office displays
- Website content including banners and educational content
- First case press release template
- Patient facing social media templates
- Media talking points
- Check out the **Public Relations Toolkit website**.





Step 2: Engagement - Current patients

- Patient Therapy Awareness Presentation (TAP)
- Joint Communications (50/50 cost-sharing)
  - Direct Mail
  - Email
  - Text Messaging
- Blog template
- Pitch template for media

Step 3: Awareness - New patients

- Joint Communications (50/50 cost-sharing)
  - Paid Search
  - Meta (social) advertising
  - Print advertising
  - Billboards
  - Radio
  - Postcards
- HCP referral events
- Local community events

Let's work together to identify other opportunities!

Important Safety Information

Tibial Neuromodulation delivered by the Altaviva™ system is indicated for treatment of urge urinary incontinence (UUI) in patients who failed or could not tolerate more conservative treatments.

Contraindications: Poor surgical candidates including patients with skin lesions or compromised skin integrity; current or recent history of venous insufficiency and/or venous stasis ulcers in the lower leg; anatomical defects or previous surgeries at the implant site which preclude use of the device. Patients who are not able to operate or receive assistance in operating the system.

Warnings: This therapy is not intended for patients who are considered poor candidates for surgery or are at risk for poor wound healing including, but not limited to, severe uncontrolled diabetes, clinically significant edema in the lower leg, clinically significant peripheral neuropathy, nerve damage, or a neurological condition affecting the lower leg. Do not implant the neurostimulator within 5 cm of another metal implant. This therapy is also not intended for patients with current or unresolved mechanical obstruction such as caused by benign prostatic hypertrophy, cancer, or urethral strictures, or patients with known allergies to any of the materials in the Altaviva™ neurostimulator. Continuous stimulation should not be used as safety and effectiveness have not been established. Safety and effectiveness have also not been established for pregnant women; patients under the age of 18; patients with progressive, systemic neurologic disease; patients with history of urinary retention; bilateral leg stimulation. Diathermy (shortwave and microwave) should not be used on patients with a neurostimulator, as it can cause tissue damage or device damage. The Altaviva™ system may affect the operation of other implanted or external systems. The Altaviva™ system may interfere with the operation of other implanted cardiac devices such as pacemakers and defibrillators. Recharging the neurostimulator within 5 cm of a metal implant may cause recharge heating leading to tissue damage. Do not use the recharger or ankle band in direct contact with an unhealed wound.

MRI Warnings: Prior to an MRI scan, determine if the patient has multiple active or abandoned medical device implants. The most restrictive MRI exposure requirement must be used. MRI scans with another metal implant less than 3 cm away from the Altaviva™ neurostimulator have not been tested, and scanning may cause excessive tissue heating surrounding the device resulting in tissue damage and possible need for surgical intervention.

Adverse Events: In addition to the risks normally associated with surgery, adverse events may include pain at the implant site, infection, reaction to local anesthesia, wound complications, lower leg pain, nerve injury, movement of the implant, adverse change in bowel or urinary function, uncomfortable or unintended stimulation sensations or an inappropriate shock sensation, loss of therapeutic effect, discomfort during recharge, or technical or device problems.

For full prescribing information, refer to the product manuals at www.medtronic.com. Product manuals must be reviewed prior to use for detailed disclosure.

USA Rx Only. Rev 0925

Medtronic

710 Medtronic Parkway
Minneapolis, MN 55432-5604

Tel: (763) 514-4000
Fax: (763) 514-4879

medtronic.com